

REP HEADLINE# 6265611  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG6/12 18.08  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/M ROMNEY/RNC/R/PRE/US REP. # OFF. # SALESMAN #

AGY # AGY. NAME AMERICAN RAMBLER PRODUCTIONS BUYER NAME STEPHANIE KINCAID

138 CONANT STREET SALES PRSN WA- MEGHAN MCGARR (H)

BEVERLY, MA 01915

ORDER # CONTRACT # 6265611 CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY / RNC EST#19 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG8/12 AUG14/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG6/12 18.08

REP: NEW ORDER  
TTL \$137,625 @91X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ROMNEY FOR PRESIDENT - RNC

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 19

1			600A-700A	30		\$850.00	8/13	8/14	2		M-TU	2
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PROGRAM : 6A NEWS  
CON COM1 : 6A NEWS

2			600A-700A	30		\$1,000.00	8/8	8/10	3		W-F	3
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PROGRAM : 6A NEWS  
CON COM1 : 6A NEWS

3			700A-900A	30		\$1,400.00	8/13	8/14	4		M-TU	4
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PROGRAM : TODAY SHOW  
CON COM1 : TODAY SHOW

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4			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$2,000.00	8/8	8/10	4		W-F	4
5			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$650.00	8/13	8/14	2		M-TU	2
6			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$2,000.00	8/8	8/10	3		W-F	3
7			1000A-500P PROGRAM : OLYMPICS DAYTIME CON COM1: OLYMPICS DAYTIME	30		\$700.00	8/8	8/10	9		W-F	9
8			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$425.00	8/13	8/14	3		M-TU	3
9			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$650.00	8/13	8/14	3		M-TU	3
10			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$850.00	8/13	8/14	4		M-TU	4
11			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$1,000.00	8/8	8/10	6		W-F	6
12			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$1,000.00	8/8	8/10	6		W-F	6

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13			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$850.00	8/13	8/14	4		M-TU	4
14			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$2,000.00	8/8	8/10	6		W-F	6
15			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$2,000.00	8/13	8/14	4		M-TU	4
16			700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS	30		\$2,000.00	8/13	8/14	2		M-TU	2
17			730P-800P PROGRAM : OLYMPIC ZONE CON COM1: OLYMPIC ZONE	30		\$2,200.00	8/8	8/10	3		W-F	3
18			1100P-1130P PROGRAM : 11P NEWS CON COM1: 11P NEWS	30		\$1,800.00	8/13	8/14	2		M-TU	2
19			1130P-1230A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	30		\$800.00	8/13	8/14	2		M-TU	2
20			1200M-1230A PROGRAM : OLYMPIC NEWS CON COM1: OLYMPIC NEWS	30		\$2,600.00	8/8	8/10	6		W-F	6
21			1000A-600P PROGRAM : OLYMPIC WKND DAYTIME CON COM1: OLYMPIC WKND DAYTIME	30		\$7,500.00	8/11	8/11	1		SAT	1

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22			600P-630P	30		\$900.00	8/11	8/11	1		SAT	1
			PROGRAM : SAT 6P NEWS									
			CON COM1: SAT 6P NEWS									
23			1200M-1230A	30		\$2,600.00	8/11	8/11	2		SAT	2
			PROGRAM : OLYMPICS LATE NEWS									
			CON COM1: OLYMPICS LATE NEWS									
24			1000A-600P	30		\$7,500.00	8/12	8/12	1		SUN	1
			PROGRAM : OLYMPICS									
			CON COM1: OLYMPICS									
25			600P-630P	30		\$1,000.00	8/12	8/12	2		SUN	2
			PROGRAM : SUN 6P NEWS									
			CON COM1: SUN 6P NEWS									
26			1200M-1230A	30		\$2,600.00	8/12	8/12	2		SUN	2
			PROGRAM : OLYMPICS LATE NEWS									
			CON COM1: OLYMPICS LATE NEWS									
27			500A-1200N	30		\$1,000.00	8/12	8/12	4		SUN	4
			PROGRAM : OLYMPICS WKND DAYTIME									
			CON COM1: OLYMPICS WKND DAYTIME									
AUG/12 137625.00												
CONTRACT TOTAL 137625.00												
TOTAL SPOTS 91												

MARKET TOTALS \$507,615 WFLA 27% WFTS 26% WTSP 12% WTVT 28% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ACCURATE

SVC- NSI  
 DEMOS- RA35+\*

American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ Rnc/ R/ President/ US  
Submission Number 706 Issue 1

News Channel 8  
On Your Side

MeTV

TBO.com  
Tampa Bay Online

WFLA-TV

P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ Rnc/ R/ President/ US  
Buyer: ..  
Schedule Dates: 08/06/12 to 08/19/12  
Est./PO Number: 06265611  
Associated Copies: No  
Submission Cost: 137625  
Client/Product/Estimate: ././19  
Weeks: 2  
Contract type: Political  
Campaign Ref: E:120807024  
Sales Rep: HRP Washington, DC  
Order Ref: 06265611  
Business Type: POLITICAL  
Business Category: Transactional

Product: Romney / Rnc  
Demographic: (L) Household  
Booking Group: WFLA  
Order:  
Key Market: Tampa-St. Petersburg, FL  
137625

Ref	Sales Product Details	Rate	Spot Type	08/06	08/13	Total	Cost
1	M-F 6a News MT.....	850	30 Comme	Nbr of Spots	2	2	1700
2	M-F 6a News ..WTF..	1000	30 Comme	Nbr of Spots	3	3	3000
3	M-F 7a Today Show MT.....	1400	30 Comme	Nbr of Spots	4	4	5600
4	M-F 7a Today Show ..WTF..	2000	30 Comme	Nbr of Spots	4	4	8000
5	M-F 9a Today Show II MT.....	650	30 Comme	Nbr of Spots	2	2	1300
6	M-F 9a Today Show II ..WTF..	2000	30 Comme	Nbr of Spots	3	3	6000
7	Olympics Summer Daytime ..WTF..	700	30 Comme	Nbr of Spots	9	9	6300
8	M-F 3p Doctors MT.....	425	30 Comme	Nbr of Spots	3	3	1275
Weekly Totals: Total Spots(Ord Spots)				59	32	91	

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Beverly MA 01915

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Tampa, FL 33601

PHONE (813) 228-8888

Original

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Buyer: ..  
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Est./PO Number: 06265611  
Associated Copies: No

Submission Cost: 137625  
Client/Product/Estimate: . / 119  
Weeks: 2  
Contract type: Political

Campaign Ref: E:120807024  
Sales Rep: HRP Washington, DC  
Order Ref: 06265611  
Business Type: POLITICAL  
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type		08/06	08/13	Total	Cost
9	M-F 4p Dr Oz MT.....	650	30 Comme	Nbr of Spots		3	3	1950
10	M-F 5p News MT.....	850	30 Comme	Nbr of Spots		4	4	3400
11	M-F 5p News ..WTF..	1000	30 Comme	Nbr of Spots	6		6	6000
12	M-F 530p News ..WTF..	1000	30 Comme	Nbr of Spots	6		6	6000
13	M-F 530p News MT.....	850	30 Comme	Nbr of Spots		4	4	3400
14	M-F 6p News ..WTF..	2000	30 Comme	Nbr of Spots	6		6	12000
15	M-F 6p News MT.....	2000	30 Comme	Nbr of Spots		4	4	8000
16	M-F 7p News MT.....	2000	30 Comme	Nbr of Spots		2	2	4000
17	Olympic Zone ..WTF..	2200	30 Comme	Nbr of Spots	3		3	6600
18	M-Su 11p News MT.....	1800	30 Comme	Nbr of Spots		2	2	3600
19	M-F 1135p ET / 1035p CT Tonight	800	30	Nbr of Spots		2	2	1600
Weekly Totals: Total Spots(Ord Spots)					59	32	91	

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Beverly MA 01915

Mitt Romney/ Rnc/ R/ President/ US  
Submission Number 706 Issue 1

News  
channel  
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Original

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Client/Product/Estimate: . / /19  
Weeks: 2  
Contract type: Political

Campaign Ref: E:120807024  
Sales Rep: HRP Washington, DC  
Order Ref: 06265611  
Business Type: POLITICAL  
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	08/06	08/13	Total	Cost
20	Show MT..... M-Su Late News Post Premium Event ..WTF..	2600	30 Comme	Nbr of Spots 6	6	12	15600
21	Olympics Summer Daytime WKND Sa- Su .....S.	7500	30 Comme	Nbr of Spots 1	1	2	7500
22	Sat 6p News .....S.	900	30 Comme	Nbr of Spots 1	1	2	900
23	M-Su Late News Post Premium Event .....S.	2600	30 Comme	Nbr of Spots 2	2	4	5200
24	Olympics Summer Daytime WKND Sa- Su .....S	7500	30 Comme	Nbr of Spots 1	1	2	7500
25	Sun 6p News .....S	1000	30 Comme	Nbr of Spots 2	2	4	2000
26	M-Su Late News Post Premium Event .....S	2600	30 Comme	Nbr of Spots 2	2	4	5200
27	Olympics Summer Morning WKND Sa- Su .....S	1000	30 Comme	Nbr of Spots 4	4	8	4000
Weekly Totals: Total Spots(Ord Spots)				59	32	91	

Grand Totals

Totals		08/06		Month 8 Weeks: 4		08/13	
Spots	91			59			32
Cost	137,625			101,800			35,825

Grand Totals:

Spots:	91
Gross Total:	137,625.00
Commission:	20,643.75
Net Total:	116,981.25



## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WFLA-Tampa	<b>Date:</b> 8/7/12
--	------------------------

I, Stephanie Kincaid,

being/on behalf of: Mitt Romney, a legally

qualified candidate of the Republican political

party for the office of: President

in the Primary

election to be held on: \_\_\_\_\_

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
**see schedules for August 8-14					

**Total Charges:** \*\*see schedules for August 8-14

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Republican National Committee

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Anthony Parker

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

8/7/12

Date

B. Kimball

Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title